



ENJOY THE BOLD AND FLAVORFUL TASTE OF THE SOUTHWEST WITH DUNKIN' DONUTS' NEW BREAKFAST BURRITOS

CANTON, MA (May 4, 2012) – Just in time for Cinco de Mayo, [Dunkin' Donuts](http://www.DunkinDonuts.com) is making it easy to start your day with delicious burritos. Dunkin' Donuts, America's all-day, everyday stop for coffee and baked goods, today introduced two new oven-toasted breakfast burritos featuring the bold and hearty flavors of the Southwest. The new Southwest Steak Burrito includes seasoned strips of steak, scrambled eggs, fire-roasted vegetables, potatoes and Pepper Jack and Monterey Jack cheeses, all wrapped in a flour tortilla. The new Southwest Veggie Burrito features sweet potatoes, roasted corn and black beans along with scrambled eggs and Pepper Jack and Monterey Jack cheeses in a flour tortilla. Both are available for a limited time at participating Dunkin' Donuts restaurants nationwide.

According to Stan Frankenthaler, Executive Chef and Vice President of Product Innovation at Dunkin' Brands, "At Dunkin' Donuts, we're committed to enhancing our menu by introducing unique and innovative flavors and tastes alongside our traditional menu favorites. Our Southwest Steak and Southwest Veggie Burritos offer our guests throughout the country the chance to experience the bold, delicious flavors of the Southwest, served in an easy-to-eat burrito perfect for enjoying on-the-go, any time of day."

The new Southwest Burritos are the latest addition to Dunkin' Donuts' lineup of breakfast sandwiches, served fast and freshly-prepared, and available all day. With several choices featuring breakfast favorites such as cherrywood smoked bacon, aged cheddar cheese, egg white omelets, freshly baked croissants, hearty bagels or toasted English muffins, Dunkin' Donuts is the perfect place to go to start the morning and keep you running all day.

For a perfect complement to any Dunkin' Donuts sandwich, this week Dunkin' Donuts also introduced new menu items inspired by Men In Black 3. These include Black Cocoa Creme Iced Coffee, a refreshing beverage that combines freshly brewed iced coffee with the taste of cookies and cream, served with a special pink and black straw. There are also two new donuts, the Undercover Black Cocoa Donut, a star shaped yeast donut filled with brownie batter butter creme and topped with chocolate icing and star sprinkles, and the Chocolate Lunarmax Donut, a glazed chocolate cake donut with rich chocolate icing drizzle and star sprinkles. All items are available at participating Dunkin' Donuts restaurants nationwide for a limited time.

To learn more about Dunkin' Donuts, visit www.DunkinDonuts.com or follow us on Facebook (www.facebook.com/DunkinDonuts) and Twitter (www.twitter.com/DunkinDonuts).

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About Dunkin' Donuts

Founded in 1950, Dunkin' Donuts is America's favorite all-day, everyday stop for coffee and baked goods. Dunkin' Donuts is a market leader in the regular/decaf coffee, iced coffee, hot flavored coffee, donut, bagel and muffin categories. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for six years running. The company has more than 10,000 restaurants in 32 countries worldwide. For the full-year 2011, Dunkin' Donuts' restaurants had global franchisee-reported sales of approximately \$6.4 billion. Based in Canton, Mass., Dunkin' Donuts is part of the Dunkin' Brands Group, Inc. (Nasdaq: DNKN) family of companies. For more information, visit www.DunkinDonuts.com.